

# DESTINATION PATTAYA

*Thailand's Exotic Resort*

## Attractions

The Latest and Greatest attractions in Pattaya.

## M.I.C.E.

Meetings, Incentives, Conventions and Exhibitions in Pattaya

## Shopping

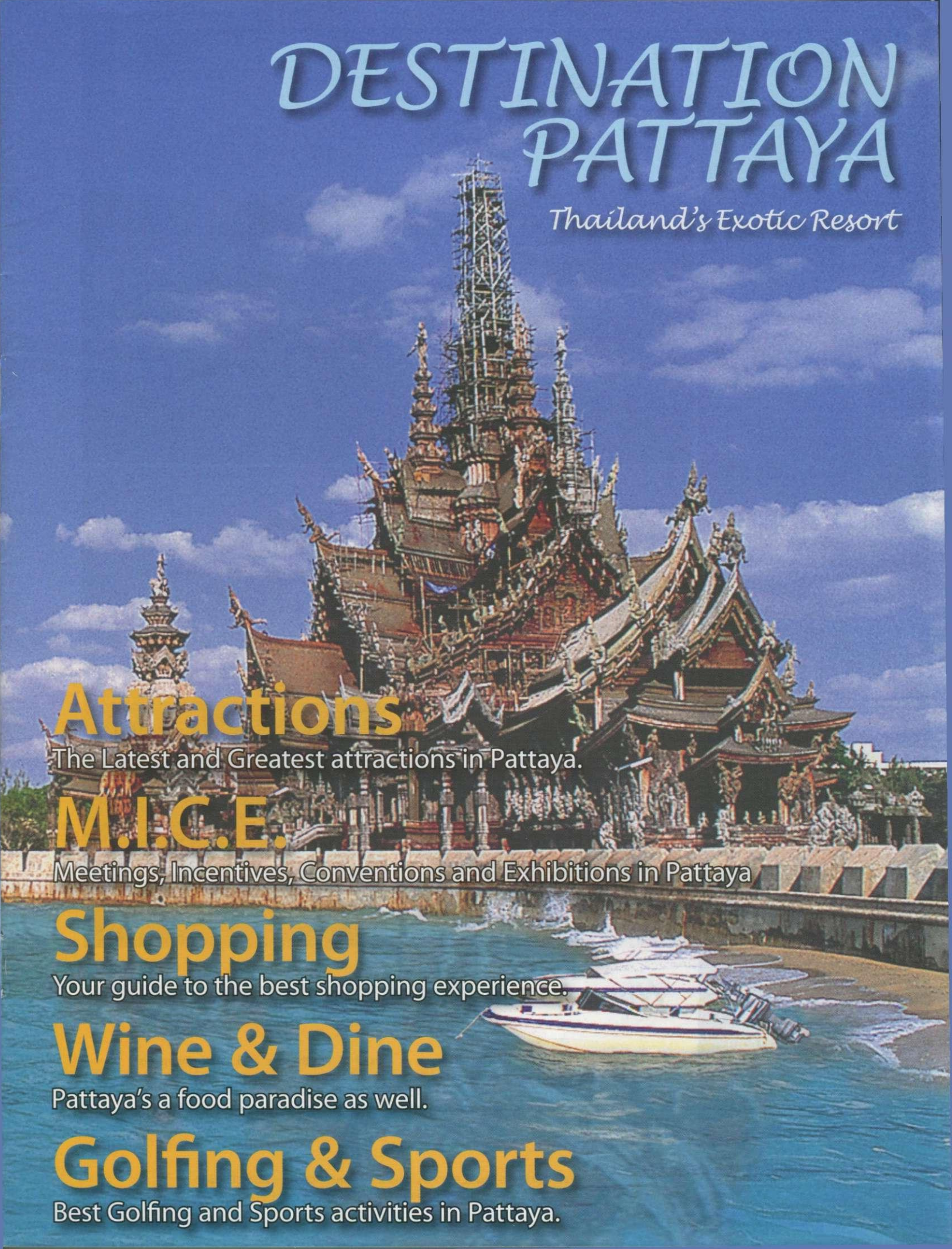
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# CITY BY THE SEA

Story by Ken Barrett Photography by ArtMedia & Visart

**T**o travel from fishing village to city status in less than fifty years is a remarkable accomplishment, but this is what Pattaya did. Considerably less than fifty years, actually, because the American forces serving in Vietnam only discovered the bay as a rest and recreation centre in the early 1960s, and Pattaya was elevated officially to a city several years ago.

Not surprisingly, there have been image problems along the way. Some of them were self-inflicted. Others were the result of the desire for sensationalism. When a place grows this fast, like any boomtown there are going to be some desperate stories and a frantic scrambling to provide the physical and social infrastructure. The fact is, however, that Pattaya is maturing. As a city, it has far more say in the way it conducts its own affairs, and spends its own revenues. As a prime tourism destination, one of the best known in Asia, it has too much to lose from a dubious reputation. So in recent years, Pattaya has become the kind of place that has a far broader appeal than ever before. You can honeymoon here, bring your family here, organise your corporate events here. Pattaya, literally, has it all.

It is very easy to travel to Pattaya from Bangkok. A car journey will take an hour and a half. A Bangkok taxi-meter will happily bring you here for a payment of about 1,500

baht (US\$36), which is incredibly good value. (The driver will almost certainly collect a fare to bring back, thereby spending a profitable few hours himself, plus welcoming the chance to get away from Bangkok's stop-go traffic.) Private limousines and mini-buses are easily available from hotels and travel agents. And let us not forget the excellent bus service from the Soi Ekkamai terminal: 90 baht (a fraction over US\$2) for a comfortable journey in an air-conditioned bus, leaving every 20 minutes during peak times.

Pattaya, as a city-by-the-sea, is slightly odd in that it integrates the pleasures of a first-class beach resort with city-like dining, shopping and night entertainment facilities. The huge amount of hotel accommodation, of every category, ensures that rooms are always available and prices are inexpensive. There is an endless number of shops, restaurants and bars. All this comes with a dazzling variety of sport and recreational activities: beaches, golf



Pattaya seen from the cliff



courses, tennis courts, go-karts, spas, Thai boxing. You can enjoy riding elephants or driving monstrous motorcycles. Rent a vehicle that looks like a Jeep on acid, and which will cost you about 1,000 baht (US\$25) a day.

Go firearms shooting, scuba diving or surfing, deep-sea fishing, water-skiing or parasailing. Learn to fly a microlite. Spend the evenings in restaurants, bars, theatres, cabaret shows, nightclubs, bowling halls, billiard and snooker clubs, or just walking the beachfront boulevard.

There are several very distinct areas to Pattaya, and they attract their own clientele. Nearest to Bangkok is Na Klua, which means "salt fields", after the main occupation of the area before the rise of tourism and industry. There is still the air of an ancient village to Na Klua today, and here you will see old wooden

houses and narrow streets, traditional noodle shops and working fishing boats. The old houses over the creek are especially picturesque, and a walk through the streets will reveal plenty of

taya Klang, or Central Pattaya, is a little funkier than the Northern district. The hotels are not so grand, the restaurants smaller, and here you will find the beginning of Pattaya's bar-beers, or open-air

bars. There are plenty of tailor shops, and some go-go bars. Pattaya police station and the Immigration Office are here. Two main shopping malls, the Royal Garden Plaza and Mike's Place, are both in Central Pattaya, the latter being on the border of South Pattaya.

South Pattaya is even funkier. Here the sois are crowded with bars, restaurants, go-go bars, gay

bars, and clubs. After a short distance the road curves sharply off from the beach, taking the traffic away the seafront, and the continuation is known as Walking Street. A relatively recent development, this pedestrian-only zone is a welcome relief, allowing visitors to



Sun worshipping is a favourite pastime in Pattaya

little shops selling handicrafts and domestic goods.

Na Klua melds into North Pattaya, an area of luxury hotels on the beachfront, and major shopping and entertainment venues (such as the Tiffany's and Alcazar transvestite theatres) on 2<sup>nd</sup> Road. Pat-

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Cable car ride at Pattaya Park

browse amongst the little shops offering fast tailoring services, sports goods, jewellery and souvenirs. Here too the bars are almost endless, as are the big seafood restaurants, several of them built out over the ocean and offering pleasant surroundings to enjoy your meal. South Pattaya tends to be older, brasher and busier than the remainder of the city, and it's where the ocean resort really began in the distant past, a generation ago.

Despite its apparent sprawl, the city is a compact one. The road system is based around three roads parallel to each other. Beach Road runs along the oceanfront for several kilometres in a one-way direction. A hundred yards away is 2<sup>nd</sup> Road, which carries city transport. Last is Sukhumvit Road, the very same road that runs through Bangkok, and which eventually ends at the Cambodian border. Threading between these roads are innumerable sois, or lanes, some of which carry only numbers and many of which are one-way. The continuation of 2<sup>nd</sup> Road in South

Pattaya leads you to Jomtien within a few minutes, and continues alongside Jomtien beach, a quiet and largely residential area fringed with palm trees.

On the far side of Sukhumvit Road are several country clubs and golf courses, and the atmosphere is largely rural. There are a few smart new housing developments here, and small local villages where many of the Pattaya workforce have their homes.

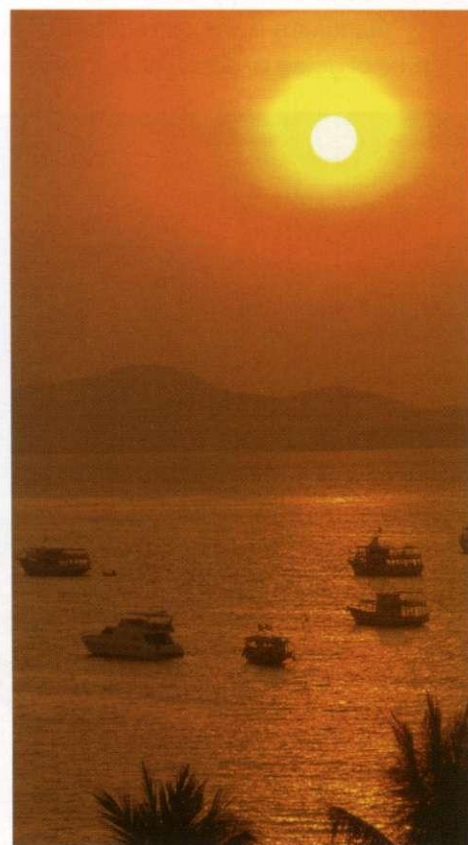
The main form of public transport in Pattaya is the *song taew*, which means "two rows" and is a modified pickup truck with passenger seats in the back, facing each other. These vehicles are also known as baht-bus. They circle the city continuously and are allowed to stop anywhere. You hail them, jump on, press the bell when you want to stop, and pay 10 baht to the driver. Flag an empty one down and ask to go alone to a destination, and you will pay more: 60 baht to Jomtien, for example. The *song taew* is a privately owned vehicle, and apart from the motorcycle taxi, is the only public transport that is presently-

permitted in Pattaya.

There is very little of Pattaya Beach these days, and for beach life most people head over to Jomtien, where the enormous stretch of sand is magnificent, and where the ocean lends itself to swimming and water sports. At the far end of the resort, the north, at Na Klua, there is Wong Prachan Beach. This is a very quiet spot, usually missed by Western tourists, and ideal for swimming and relaxation.

A number of islands out in the bay also offer good beaches, clear water, and an enjoyable day out. Koh Larn is about 8km from the shore, and has beautiful coral that can be viewed from a glass-bottom boat or by diving. Koh Si Chang is a large island circled by a narrow road, only one meter in width, enough for the motorised tricycles that form the public transport system. Koh Sak is shaped like a horseshoe, with beaches on either side and a pathway linking the two.

Whatever the time of year you visit Pattaya, there is plenty to do. As a city resort, it has everything, and there is nowhere else like it in Asia. **TA**







# ATTRACTIONS

A HUGE DIVERSITY OF ACTIVITIES

**T**he sheer diversity of Pattaya's attractions ensures there is something for everyone, and as the list is continually growing, the potential visitor market will continue to expand.

If there is one single project that typifies the new Pattaya, it would have to be **Alangkarn**, located on Sukhumvit Road in the Jomtien district. The name translates roughly as "mega" or "incredible", and that just about sums up this extremely bold venture, which is based on the highly successful Fantasea concept in Phuket.

Alangkarn's concept is to present a real in-your-eye view of Thai culture, blowing it up way beyond the traditional cultural show and instead promoting the essential drama and beauty on a huge scale via multi-dimensional presentations that include a multi-coloured laser show, real-surround sound system, and a cast of seemingly thousands, including a herd of elephants.

To showcase this extravaganza is the Alangkarn Theatre, which seats 2,000 people and features a 70-metre Hexa stage, a 11 x 15 metres movie screen, a 30-metre water track, and pyrotechnic facilities.

Alangkarn is the current talk of Pattaya, and is at the time of going to press still in its soft-opening phase. Even

so, the scope of the project, and the facilities it offers to the meetings and incentives sector, which can hire any of the immense services on offer, help to place Pattaya on an altogether new plane for visitors from both Thailand and overseas.

In the corporate sector, team building is an important element, and Pattaya here has something special to offer. Companies use **Paintball Park** for both corporate entertainment and staff training. More casual visitors discover what fun it is to shoot their friends.

Paintball allows people of varying skill levels to work together as a team, demonstrating their ability to interact and communicate effectively. Paintball allows someone who may be shy in the office to shine through as a great leader and tactician. Those who want to kill their boss can do so, legally.

Paintball is a game of skill, strategy and daring played outdoors in a woodland setting. Players are dressed in camouflage gear, and use paintball-marking guns. Two



Shows at Alangkarn are spectacular





*Real elephant "battles" are part of the Alangkarn show*

equal teams compete against each other, the objective being to capture the opposition's flag and get it back to your home base. During the game, players are eliminated when a paintball hits them and bursts, marking them with a vivid coloured non-toxic dye that easily washes off.

There is also a bungee jump at Paintball Park, which at 56 metres is the highest bungee jump in Thailand. As an extra, stomach-curdling thrill, there is a catapult that hurls you back 56 metres into the air. Yes, you can capture all this on video, for the playback delights of your grieving family.

If the buildings of **Horseshoe Point** have a distinct Mediterranean look to them, it is no surprise. The art of dressage is the focus here, and the skills and traditions have reached their highest form on the Iberian peninsula. Your host and riding master, Chaikiri Srifungfung, received his classical riding training from Portugal under the great master of dressage Nuno Oliveira, and purebred Lusitano stallions are kept at the stables.

Horseshoe Point is a riding centre and school, and also incorporates a small resort hotel. Dressage, the art of guiding a horse through a series of complex manoeuvres by slight movements of the rider's hands, legs, and weight, is very seldom seen in Asia, and the performances staged at Horseshoe Point are themselves a major attraction.

Other than this, the equestrian centre has a wide array of horse riding programmes to suit a range of abilities and interests, and lessons are available from beginner level through to jumping, classical riding and of course dressage. Group or private lessons are available, but in both cases the instructor will

assess individual needs and spend quality instruction time with each student.

The Pony Club, an international youth organisation founded in England in 1929, is represented here and is open to children and young adults aged five to 21. The aim of the club is to provide quality riding tuition as well as a full programme to teach horse care and the basics of stable management.

Many youngsters learn their stable skills through working at Horseshoe Point.

Trail riding is organised here, the Pattaya environs offering particularly good riding, with trails passing by sandy flats, lakes, hills, pineapple fields, rubber plantations and small villages. Beginner riders go at walking pace with a groom, while more advanced riders travel in a separate group and can enjoy canters. Picturesquely, carriage tours are available around the centre's extensive property.

The stables are an interesting visit for even the non-equestrian, with more than 100 horses of different breeds including Lusitano, Lipizzaner, Arab, Appaloosa, Australian Stock Horse, Royal Alter Real, Thoroughbred, Dutch Warmblood, Trakehner, Falabella as well as the sturdy Thai Pony.

Horseshoe Point has five riding arenas, four of which are covered, and there is a trimmed grass field for polo, jumping or leisure riding.

Club Aviva is the name of the Mediterranean-style low-rise resort, set amidst a huge natural park. Accommodation includes suites. With all the natural attractions so easily available, and with an agreeable clubby ambience, this is an excellent venue to host corporate seminars and incentives. Function rooms range in capacity from 10 to 150



*Horseshoe Point offers riding courses*



seats, and the resort management can tailor-make a corporate programme that best suits needs, including team-building skills.

One of Pattaya's newest attractions is **Underwater World**, an ocean aquarium centred around a 100-yard long acrylic pedestrian tunnel that passes through an underwater environment filled with more than 200 marine species.

Located near the Tesco Lotus megastore in South Pattaya, on Sukhumvit Road, the aquarium is housed in a tent-like structure that allows natural light into the tanks, allowing the sea creatures to live as they normally would, and nurturing the algae that forms an essential ingredient in the food chain. One of the greatest attractions here, however, is feeding time, when a scuba-outfitted keeper wends his way through the aquarium, magnified like the permanent inhabitants by the curvature of the plastic walls, and poses with visitors on the dry side of the tunnel.

Underwater World is managed by a subsidiary of Singapore's Haw Par Group, who also manage a similar - and very popular - ocean aquarium on Singapore's Sentosa Island.

On the subject of marine life, the **Marine Science Institute** on the campus of Burapha University in Bang Saen, on the Bangkok side of Pattaya, is also



a destination for those interested in learning. The institute is divided into three components: a marine aquarium, a marine science museum and marine science laboratories. The aquarium has a large selection of fish and other marine animals found in the waters around Thailand.

**Mini Siam and Mini Europe** is easily reached, being on Sukhumvit Road at Central Pattaya, and the models of Thai and European heritage are fascinating for every age and level. On display are landmarks such as the Bridge over the River Kwai, the Eiffel Tower, the Statue of Liberty, and Tower Bridge.

The models are built on a scale of 1:25, and photographers will appreci-

ate the opportunity to take shots of famous landmarks juxtaposed in a very odd way, or with their family and friends towering over them. There are very few miniature towns like this in the world, the Netherlands and Taiwan being the only countries with anything of this scope. More than 100 models are displayed in an area of 11 acres.

Nearby is a distinct oddity, the **Bottle Museum**, where you can see replicas of famous buildings of the world made entirely out of empty bottles as well as boats finely created in miniature in glass bottles. These were crafted by Dutchman Pieter Bij de Leij. Windmills, temples, and boats are amongst the 300 pieces on display. Demonstrations and videos accompany the exhibition.

**Sriracha Tiger Zoo** is irresistible for anyone. A large area covering more than 100 acres, the zoo is home to more than 200 Bengal tigers and 100,000 crocodiles.

Although the magnificence of the tigers is the main attraction, it is the smaller interactive experiences that really enthrall. You can hold a crocodile egg while the baby croc emerges. You can play with a tiger cub. You can see a female pig suckling tiger cubs. Skin-crawlingly, there is a lady festooned in scorpions, the Scorpion Queen, who will happily engage in conversation with you as the poisonous creatures



More than 200 Bengal tigers at the Sriracha Tiger Zoo





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❖ *A*t our Cultural Rostrum you can enjoy seeing Thai craftsmen at work, handicrafts demonstration and our Souvenir shops are ideal for shopping with wide ranges of high quality souvenirs.

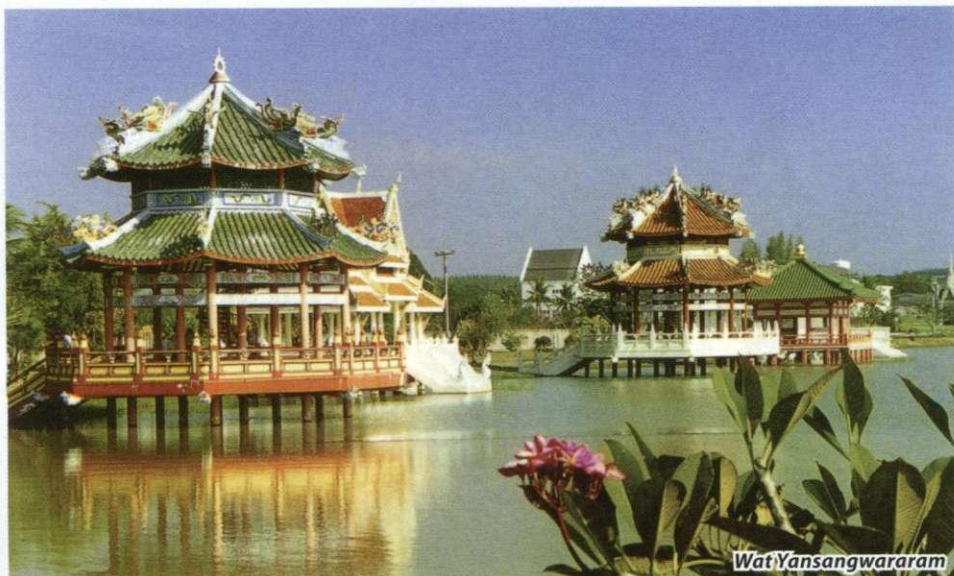
**Alangkarn, the Extravaganza Show Pattaya**

Sukhumvit Road K.M. 155, Jomtien, Chonburi Thailand Tel +66(0) 3825-6000

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Wat Yansangwararam

cling to her body.

There is also pig-racing, although speed doesn't appear to be uppermost on the pigs' minds and if you are looking for excitement try the Amazing Circus instead, where there are tigers jumping through fire loops, walking on a rope and many other shows. In addition, there are bear and chimpanzee shows.

**Khao Kheow Open Zoo and Night Safari** is in Chonburi, outside of Pattaya, and in addition to its open zoo animal sanctuary, it offers good dining and other facilities for incentives groups, particularly during the evening, where the night safari is a real attraction. Guests are transported on a 3.5km auto tram ride to see various animals, including tapir, elephants, llama, giraffes and emu, and to experience the fascination of jungle life at night.

Claimed to be Asia's largest butterfly farm, Saithip Butterfly Garden is

30km outside Pattaya, a peaceful floral garden occupying 15 acres and with over one hundred species of butterflies, many of them hiding shyly in the foliage and emerging only when you shake the tree.

Other exotic creatures are to be found aplenty at **Tiffany's** and **Alcazar**, the two largest transvestite shows in Pattaya.

Sited almost opposite each other on Second Road, in North Pattaya, these

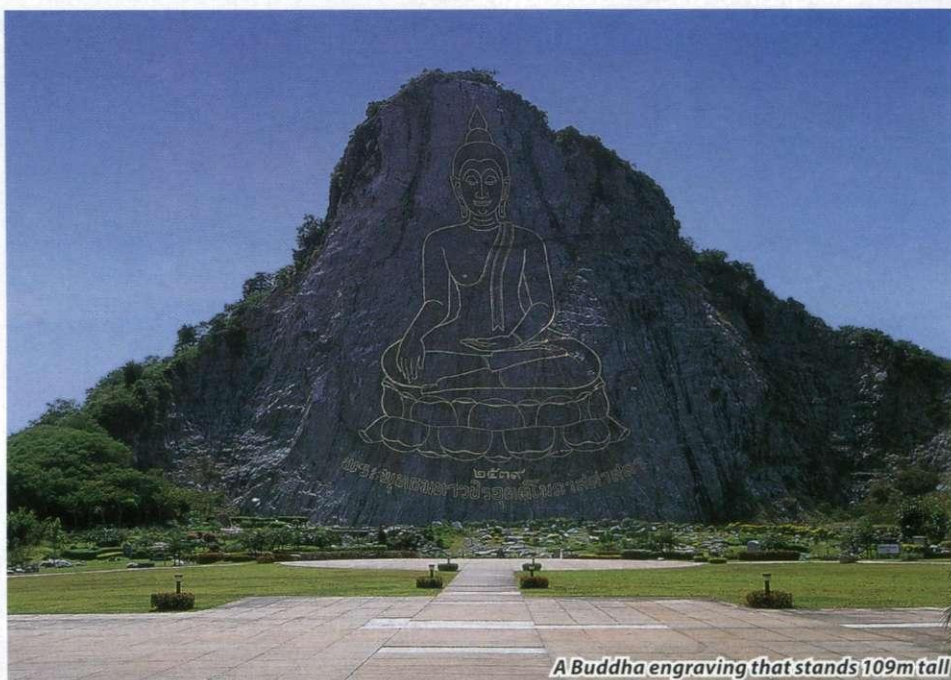
two vast gin-palace style theatres vie to outdo each other in terms of sheer spectacle. Tourists arrive by the coachload, and the shows are especially popular with the Asian markets, who are agog at the idea boys can transform themselves into girls.

Both these venues present superbly professional shows, with humour and spectacle in equal measures. They are not to be missed, and also don't miss the opportunity to have your photo taken with the performers afterwards.

**Nong Nooch Tropical Garden and Resort**, about 15km from Central Pattaya, is a Thai-village-style recreation park with beautifully landscaped gar-

dens, an orchid nursery, mini-zoo and twice-daily shows with cultural and traditional performances and an elephant show. You can stay here comfortably in traditional Thai-style housing, and the venue has excellent facilities for large parties and incentives groups. So too does **Million Years Stone Park and Crocodile Farm**, near to Central Pattaya, where you can see breeding pens with more than 1,000 crocodiles, a zoo and a bonsai garden decorated with rock formations. At **Pattaya Elephant Village** you will see demonstrations of log-hauling skills, re-enactment of battles and parades, and even an elephantine football match.

Near to Nong Nooch is **Wat Yansangwararam**, a temple under the King's patronage. The most remarkable feature here for visitors is the gigantic Buddha image engraved on the side of Khao Chee-Chan Hill, in tribute to the King's 1996 Golden Jubilee. The image, standing 109 metres high and 70 metres wide, has been carved into the stone by laser, and painted with gold leaf. A beautiful park lies at the foot of the image. Also nearby is a Chinese-style building called Wihan Sian, housing antiques and art objects from China, and with important paintings and sculptures from Thai and Chinese history.



A Buddha engraving that stands 109m tall



Visitors to the **Sanctuary of Truth** might be forgiven for thinking they had chanced upon a rendition of an oriental version of a Gothic castle, for this gigantic wooden construction looming over the ocean-front at Na Klua has an unreal, wood-cut quality that is positively spooky at dusk. The building was constructed according to ancient Thai ingenuity, and every square inch is covered with wooden carved sculptures. Although begun in 1981, the Sanctuary is yet to be completed, and quite possibly, given its other-worldly quality, it never will be.

For something a little more high-octane, **Bira International Circuit** is a real race track, covering some 65 acres. Bira has full facilities for arranging all kinds of motorsport events, including race meetings, racing schools, test runs, and practice laps. The track also handles motorcycle racing. For those who love speed and would like to experience the real thing on the racing track, the circuit opens every day.

On a smaller scale but still very exciting, **Pattaya Kart Speedway** offers three go-karting tracks with varying surfaces and different levels of skill - beginner, intermediate and professional. Here again is where the competitive



Amazing and unusual exhibits at Ripley's element comes out. Bungee jumping is available here too.

Finally, **Ripley's Believe It Or Not**, located on the third floor of the Royal Garden Plaza Building, has every gee-wiz cliché going for it, yet never fails to intrigue and excite.

Robert Leroy Ripley really did exist. He was born on Christmas Day, 1890, in Santa Rosa, California. A self-taught artist, Ripley was also a natural athlete who longed for a career in baseball, but his dreams of pitching in the big leagues

were shattered when he broke his arm while playing his first professional game. After the accident, Ripley returned to his earlier goal of becoming a professional artist. He landed a job as a cartoonist covering sports for the San Francisco Chronicle, but, soon after, he left California and headed for New York City.

In 1918, while working as a sports cartoonist for the New York Globe, Ripley created his first collection of odd facts and feats. From this grew a very successful syndicated cartoon. Travel was Ripley's lifelong obsession, and at this museum, like the 20 or so others around the world, you can see his slightly portly, buck-toothed image photographed in many outlandish locations, including Bangkok.

His homes were filled with the unusual and bizarre, prompting a contemporary observer to note, "the most curious object in the collection is probably Mr Ripley himself."

The Ripley collection formed enough material upon his death in 1949 to create a museum, and this has been added to over the years, allowing the proliferation of Ripley's Believe It Or Nots around the world. In Pattaya, a visit makes a highly satisfying highlight to any visit, young or old. Facilities exist for a memorable incentives party. **TA**





# M.I.C.E. PATTAYA

## PATTAYA BECOMES EVENTS DESTINATION

For several years now, Pattaya had been regarded as a destination for local events, and as a useful ocean-side breakout destination for major events taking place in Bangkok. The opening of PEACH, the Pattaya Exhibition and Convention Hall did however help to shift the seaside resort into a higher bracket, helped by other facilities being incorporated into hotels. International events planners are now giving serious consideration to Pattaya as a venue in its own right. With the opening of the new Bangkok International Airport next year, travel time between the airport and Bangkok, and the airport and Pattaya, will be around the same. Consequently, the MICE sector in Pattaya can look forward to enormous potential in the future.



PEACH is a world-class multipurpose meeting facility offering complete versatility and flexibility. A four-storey building built along the slopes of the cliff in a stand-alone complex, the venue occupies acres of the Royal Cliff's 64 acres of tropical parkland.

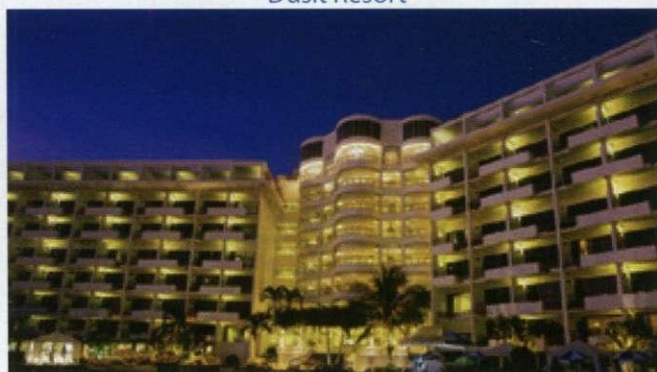
The convention and exhibition hall located on the first floor occupies an area of 4,851 sq m and can accommodate up to 5,800 persons theatre-style or 2,100 for banquets. The hall is highly flexible and can be divided into three large soundproof sections or into one large section and six smaller sections. There are also nine meeting rooms that can be used as breakout rooms with capacities ranging from 50 to 140.

There are in total three pillarless ballrooms/exhibition rooms, 19 meeting rooms, and a large number of breakout areas. PEACH has an exhibitions capacity of 264 3x3 metre booths. Simultaneous multilingual translation

facilities are available. The venue has a helicopter landing pad, and there is an indoor car park for 400 cars with chauffeur's waiting room.

## LEADING M.I.C.E. HOTELS IN PATTAYA

### Dusit Resort



A five-star resort located in secluded grounds and with its own beach at Northern Pattaya, Dusit Resort provides guests with a secure and exclusive environment yet is within minutes of the main shopping and entertainment areas. Private balconies offer panoramic ocean vistas or lush garden views. The resort is one of Pattaya's premier events venues.

Total rooms and suites: 462



### **Meetings facilities**

Dusit Resort offers a range of professional meeting facilities with the flexibility to accommodate small groups, medium-sized seminars, or conventions of up to 3,000 participants. A staff of events experts is on hand to co-ordinate all stages of organisation. Napalai Convention, on the 4th floor, can seat 2,500 theatre-style and host 2,500 for cocktails. The room is divisible into five configurations. There are 12 Dusit rooms on the 5th floor, seating from 12 to 60 persons.

### **Ambassador City Jomtien**



With over 5,000 rooms and occupying 40 acres of prime beachfront, Ambassador City Jomtien can probably claim to be the world's largest ocean resort complex. The resort has a reputation for affordable pricing of its accommodation and function areas alike, and is a continually popular venue for organisations in the public and private sectors.

Total rooms and suites: 5,000+

### **Meetings facilities**

There are over 50 meetings rooms throughout the complex, allowing for receptions of between five and 5,000 participants. The Convention Centre houses two pillarless halls, one of 4,800 sq m and the other of 3,200 sq m.

### **Central Wong Amat Beach Resort**



Located directly on its own beach at Na Klua, the quiet and secluded district of Pattaya, Central Wong Amat with its choice of bungalow or low-rise accommodation offers a very peaceful retreat combined with the security of having its own entrance road.

Total rooms and suites: 462

### **Meetings facilities**

Central is one of the best-known names in the MICE sector in Bangkok. In their Pattaya property is Pattaya Hall, a stand-alone facility in the grounds, which seats 400 theatre-style and can host 500 for a cocktail. The three Golden Sand rooms seat between 20 and 60 persons.

### **Amari Orchid Resort**



Located at the very beginning of North Pattaya, at the quiet end of the bay, the Amari Orchid was one of the earliest resorts to be built at Pattaya and stands in 10 acres of mature and luxuriant tropical gardens looking over the beach. The rooms, set around the edge of the gardens, are secluded and spacious.

Total rooms and suites: 236

### **Meetings facilities**

Rim Suan can seat up to 200 theatre-style, and is divisible into two equal parts. The Orchid Room seats 25 persons. The Amari gardens are a particularly popular venue for gatherings and theme events, as they can hold 500 for cocktails and seat 450 for a buffet dinner. Poolside also offers events facilities, and can seat 150 for dinner or 250 for cocktails.

### **Garden Sea View Resort**



Tucked away in the quiet corner of Pattaya's Naklua district, the Garden Seaview Resort has rooms with either a sea or garden view. There are also 20 villas within its compound of lush green surroundings.

### **Meeting facilities**

4 conference rooms with an area ranging from 432-143 square feet can accommodate up to 400 persons for a cocktail in the gGrand Hall, 300 in the Chom Talay and 50 in the 2 smaller ones.

Total Rooms and Suites: 374

### **Hard Rock Hotel**



Asia's second Hard Rock Hotel, and located right in Central, the highly distinctive giant guitar fretboard at the entrance sets the theme for the interior, with its bright colours, rock 'n' roll memorabilia (a riveting collection for anyone over 30), and upbeat service from the mainly young staff. The guestrooms too have a hip theme and are especially good for in-room entertainment systems.

Total rooms and suites: 320

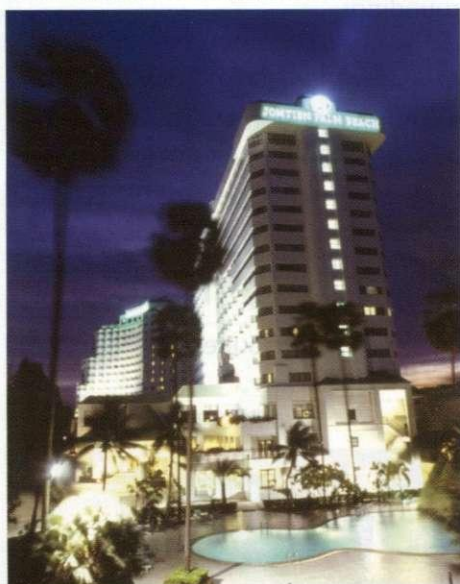
### **Meetings facilities**

Located on level 1, adjacent to the ho-



tel front lobby, is the Hall of Fame ballroom that can seat 450 for a conference and 300 for a banquet. The pre-function area is distinctive with its Wall of Fame presentation. For private dinners and meetings, there are four function rooms located near the ballroom and two function rooms on the 9th floor. The poolside deck is an attractive venue for evening events. As befits a Hard Rock, the audio-visual equipment is outstanding, and theme buffets, coffee breaks and activities have a special Hard Rock style.

#### Jomtien Palm Beach Hotel & Resort



One of the newest hotels at Jomtien, the property nestles amongst tall palm trees and spacious gardens. All rooms have exceptional views of ocean and mountains. One of the largest MICE venues in Pattaya.

Total rooms and suites: 723

##### Meetings facilities

Jomtien Palm Beach provides a total of thirteen halls, meeting and function rooms. The Marine Ballroom has a capacity of up to 1,000 guests and is divisible into four. The medium sized Oriental Ballroom can accommodate up to 300 people, with the smaller Submarine rooms able to house 20 to 30. Each room features hi-tech audio-visual systems and other facilities.

#### Long Beach Garden Hotel & Spa



On Wong Amart Beach, in the quiet Na Klua district, Long Beach Garden Hotel & Spa features particularly attractive rooms with Thai, colonial and Balinese themes, each of them with a sea view. The 16-storey hotel has its own helicopter landing pad.

Total rooms and suites: 594

##### Meetings facilities

Saimanee can seat up to 500 persons, while Rachavadee can hold 150 and is divisible into two equal halves. Reelavadee, Puangkram and Puang Chomphu can each hold 80 persons.

#### Marriott Resort & Spa



A palm-shaded oasis in the heart of Pattaya Central, overlooking the ocean, with a huge sprawl of gardens and many of the rooms opening straight onto the lawn. Royal Garden Plaza, one of Pattaya's prime shopping malls, is integral to the complex, as is Ripley's

Believe It Or Not Odditorium and the Motion Master Moving Theatre.

Total rooms and suites: 292

##### Meetings facilities

The ballroom, which is divisible into two or four sections, can seat up to 300 theatre-style. Two meeting rooms accommodate up to 50, theatre-style. Spectacular garden settings provide banquet facilities for up to 600 guests. Off-premises catering can be provided for up to 3,000 guests. The gardens, and the adjoining Ripley's and theatre facilities, provide opportunities for special events and incentives parties.

#### Montien Pattaya



Well-established hotel in extensive grounds, set back slightly from Beach Road in Central Pattaya, and with all guestrooms featuring private balcony and panoramic sea view. Extensive use of local materials and Thai décor motifs add a sense of place and Thai tradition.

Total rooms and suites: 300

##### Meetings facilities

The pillarless Cattleya ballroom is pleasantly located in a garden setting, with plenty of natural light and a large outdoor gathering area in addition to the foyer. Theatre-style seating capacity is 400. The ballroom can be partitioned into three separate areas. Located on the opposite side of the garden pool from the Cattleya Ballroom, the Orchid Room is designed for small business meetings, seminars and private parties, and can seat up to 60. The Vanda Room has windows on three sides that



# Dusit Resort

PATTAYA BEACH • THAILAND



Napalai Convention Hall (2,400 M<sup>2</sup>)



12 Dusit Meeting Rooms



Party View Point

**Dusit**  
HOTELS & RESORTS



## BRAND

Dusit Resort, Pattaya managed by DUSIT HOTELS & RESORTS, a world recognized international Thai Hotel Company. Being an international company we understand the needs of world travelers. Being a Thai company we know Thailand.

## 5 STAR

Dusit Resort, Pattaya was awarded the coveted 5 star "Hotel Standard 2004" classification. Supported by the Thai Hotels Association, Tourism Authority of Thailand and Association of Thai Travel Agents.



## 5 GREEN LEAVES

The Dusit Resort Pattaya Hotel has joined the Green Leaf Program of Board of Environmental Promotion for Tourism Activities (BEPTA) since the beginning and have received the highest award of 5 Green Leaves for 3 consecutive terms as recognition for its consistent environment friendly policies.



## DEVARANA SPA

- A member of the International Spa Association
- A member of Thai Spa Association
- Inspired by the concept of the garden in heaven, Devarana Spa offers luxurious



## DUSIT RESORT SPORTS CLUB

The original & best Sport Club on Eastern Seaboard since its inception, comprising over 850 M<sup>2</sup> of the most diversified facilities in the region, including the latest equipment for Group Cycling or Spinning Classes and Cardiotheatre Exercise Entertainment

## Dusit, the Thai way of life

Dusit Resort, Pattaya, 240/2 Pattaya Beach Road, Pattaya City, Chonburi 20150, Thailand

Tel: +66 (0) 3842 5611-7, Fax: +66 (0)3842 8239, E-mail: [pattaya@dusit.com](mailto:pattaya@dusit.com), [www.dusit.com](http://www.dusit.com)



provide a relaxing view of the gardens, waterfall and fishpond. It can seat 120 and is divisible into two. The Japanese Garden is a popular venue for cocktails and wedding receptions.

#### Royal Cliff Beach Resort



The hotel that really started Pattaya on the way to becoming a world-class resort city, and still a leader, perched up on the cliff overlooking the town. There are actually four hotels within the 64-acre complex, each catering to a different market, while the recently opened PEACH convention centre stands on its own in the grounds, Pattaya's first independent conference and exhibitions facility.

Total rooms and suites: 1,027

#### Meetings facilities

If it's a small boardroom meeting for 30 with coffee breaks and lunch, or a three-day AGM for 100 guests theatre-style, or a gala dinner complete with live music, ice carvings, Chinese acrobats and grand firework finale, the Royal Cliff has the venue, menu and experience. The extensive facilities located in the Royal Cliff Beach Hotel and Royal Cliff Grand include the Siam Ballroom capable of accommodating 1,500, the Grand Ballroom suitable for a banquet for 400; as well as a wide choice of purpose-built meeting rooms for between 30-150. There are also excellent breakout facilities in both buildings.

Incentives are the speciality of the resort, which can arrange anything from a mini Thai Olympics complete with "elephant vs man" tug of war competition, to a championship golf tournament at

a local course, or a day's scuba diving at one of the outlying islands. There is an exceptionally wide choice of theme parties.

#### Siam Bayshore



Nestled on the quiet southern tip of Pattaya Bay, Siam Bayshore is a collection of 12 low-rise buildings set in 20 acres of secluded gardens. Guests are just a short stroll to town via the Beachside Promenade.

Total rooms and suites: 270 rooms

#### Meetings facilities

The new Parkview Conference Hall has a capacity of 400 and can be divided into two sections. The hall, with its teak wood panelling and earthy natural tones of the tropics, is suitable for any type of gathering from company seminars to theme parties and memorable weddings. The Pine Grove Room can seat 100, and the Wimbledon Room 70. The resort works in conjunction with sister property Siam Bayview, and uses its gardens and poolside for receptions and incentive theme parties.

#### Siam Bayview Hotel



Old-established hotel, sister property to the Siam Bayshore (and the Siam City in Bangkok), Siam Bayview is at the centre of Beach Road activity. The beach is at its doorstep.

Total rooms and suites: 254

#### Meetings facilities

Four meetings rooms can accommodate up to 200 people. The Atlantis Room, with a relaxing view of the gardens, offers a pleasant atmosphere for meetings and receptions. The Poseidon Room affords total privacy and like all the function rooms has a wide range of audio-visual equipment. In addition, poolside parties and barbecues are a favourite with seminar participants.

#### Sunbeam Hotel



Located right in the heart of Pattaya City, Sunbeam is at the doorstep of Pattaya's entertainment venues and within walking distance from the shopping malls. The hotel has recently undergone a major refurbishment with some areas still being refurbished. When completed, it will take on an entirely new look.

Total Rooms and Suites: 256

#### Meeting facilities

The hotel has 5 meeting rooms. The largest, Somprasong Ballroom is of 383 square metre in size and can hold up to 300 persons for a cocktail reception whilst the smaller one, Somprasong Ballroom has a size of 104 square metre and caters up to 80. 3 are Crstal rooms with the largest being able to accommodate up to 120 persons.



Sunshine Garden Hotel



Sunshine Garden Hotel is just the perfect place for holidays. Plenty of sun, lush tropical garden, comfort of the room, courteous service and friendly atmosphere. All these will make one feel at home. The hotel was originally built to provide all guests with these pleasures at very affordable rates. However nothing is spared to ensure guests' comfort in their tastefully furnished rooms and a large swimming pool is there for everyone to enjoy.

#### Meetings facilities

One meeting room which can serve up to 140 persons in classroom style.

The Green Park Resort



The Green Park Resort, a genuine resort in the heart of Pattaya built in contemporary Thai style and surrounded by a lush tropical garden. Located in the northern part of Pattaya, the guest rooms comes with all amenities expected of an international class hotel and are all fully airconditioned.

#### Meetings facilities

3 Banquet or Meeting rooms can accommodate catering, meetings, banquets or just private parties - these three multipurpose rooms can serve you well with our fully equipped meeting and banquet equipment and facilities.

Mike's Group of Hotels



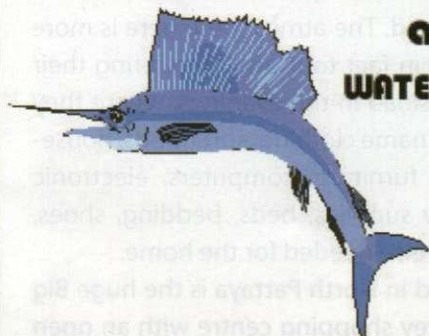
3 hotels in Mike's Group of Hotels are Mike Beach Resort, Mike Hotel and the newly opened Mike Orchid Resort that is pictured above. All the properties are strategically located near shopping and entertainment centres and within walking distance to the beach. Rooms are tastefully furnished and are equipped with all the facilities of an international standard hotels.

#### Meeting facilities

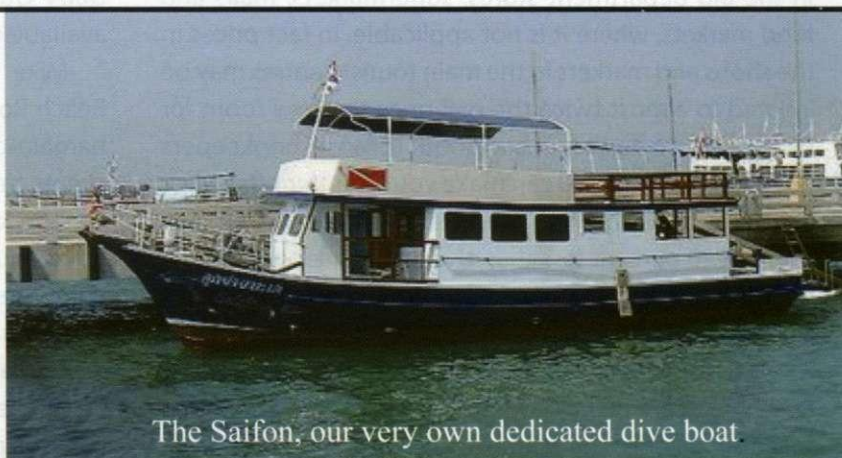
The hotels also cater to those who have the need for meeting facilities on a small scale and information on these facilities can be secured from the hotels.

## ADVENTURE DIVERS

### and WATERSPORTS



**FULL RANGE OF PADI COURSE AVAILABLE!**



The Saifon, our very own dedicated dive boat

*Operating out of Pattaya on the East coast of the Gulf of Thailand, we are a registered PADI facility and welcome all divers regardless of their certification. We have our own dedicated dive boat that is specifically designed for touring/diving. Our boat is also designed to provide a high degree of comfort and fun. We are also able to arrange Hotel accommodation according to the needs of our customers. Many more good reasons to dive with us :-*

- ✓ PADI Registered Dive Shop
- ✓ Great Service
- ✓ Fun experience diving with us
- ✓ Highly qualified staff
- ✓ High emphasis on safety
- ✓ Caters to individuals and families

219/56 M 9, Soi Yamato, Soi 13/1 Pattaya, Chonburi Tel: 66 038 710 899 or 661 842 9230

Email: [adscuba@chonburi.ksc.co.th](mailto:adscuba@chonburi.ksc.co.th)



# SHOPPING

SHOP TILL YOU DROP

**A**s the main conurbation for the Eastern Seaboard, in addition to being a prime tourism destination, Pattaya is an excellent place to shop. Several of the top European supermarket chains are here with enormous outlets, and Bangkok's own department store names offer some magnificent shopping. You will find many of the brand name and quality goods in the shopping malls slightly cheaper than in Bangkok, and you will also find a good selection of quality home produce. Many of the malls have cinemas that feature the latest movies with English soundtrack, and entertainment complexes that will keep teenagers busy and happy.

Also of course there are night markets, street stalls and local shops. Bargaining is expected everywhere except in the big department stores, supermarkets, malls and food markets, where it is not applicable. In fact prices in the shops and markets in the main tourist centres may be inflated to almost twice the real price to allow room for bargaining, so don't feel bad about it. Most shopkeepers use a calculator so you can make your counter offer. Start at half the price and work your way up, and expect to pay from 10-40 percent less than the original asking price. A tip: smile when you are trying to get the price down. It's all good fun, and only money after all!

Near the ocean, the two largest shopping malls on Beach Road are Royal Garden Plaza, part of the complex that also includes the Marriott, and Mike Shopping Mall, in South Pattaya.

Royal Garden Plaza is the more upmarket of the two. You can enter either via Beach Road or 2<sup>nd</sup> Road, and underground parking is available. The air-conditioned mall is on three floors and houses many boutiques, video and music shops, video games rooms, handicrafts outlets, pharmacies, shoe shops, and restaurants and coffee shops. There is also a cinema and Ripley's Believe

It Or Not Odditorium. This is a centre for fast food outlets, with McDonalds, Burger King, KFC, the Pizza Company, Dairy Queen, Sizzler, Swenson's, and numerous others available. There is a bank on the first floor.

Mike Shopping Mall also spans the area between Beach Road and 2<sup>nd</sup> Road. The atmosphere here is more bargain-oriented, and in fact tour operators bring their clients here by the busload in the evenings, where they can stock up on brand name clothing, soft goods, household equipment and furniture, computers, electronic equipment, stationery supplies, beds, bedding, shoes, and virtually anything else needed for the home.

On Pattaya 2<sup>nd</sup> Road in North Pattaya is the huge Big C complex, a two-storey shopping centre with an open area for public shows, concerts and special events. Big C features numerous restaurants and fast food outlets. There is a four-screen cinema on the 2nd floor, showing current Western movies.

There are many independent retail outlets making up the major area of the shopping facility, but the Big C Department Store is a big draw, with an extensive food market, household goods market, hardware, appliances, automotive and garden supplies, television, stereo and other electronic goods,



*Ceramic wares are a popular buy in Pattaya*





Plenty of unique gift items to be found in Pattaya

mostly at prices geared for the local residents. The entire main section of the complex, except the outdoor festival area, is enclosed and air conditioned, providing a great socialising and meeting area as well as an outstanding shopping opportunity.

Tesco Lotus has two large shopping centres, one located on Sukhumvit Road at South Pattaya, the other on North Pattaya Road. Carrefour has a giant shopping centre on Central Road, and on this same road is Tops Supermarket, open 24 hours a day and with a bowling alley on the second floor. Outlet Mall on Sukhumvit Road, South Pattaya, is excellent for brand name clothing. Amongst the supermarkets, Friendship, on 2<sup>nd</sup> Road, specialises in Western food items, as does Foodland, at Central Road. The latter has a restaurant that is real value for money.

South Pattaya is the major shopping area for beachwear, souvenirs, films, tapes, and pharmaceuticals. Take yourself along Walking Street, and you will find all this along with jewellery stores, shops selling silk, cotton and handicrafts, and numerous little boutiques. One very nice souvenir to take home is a portrait of yourself, your family, or your favourite movie star. There are several shops that will do this, and although you can pose, they will be equally as ready to work from photographs. The finished painting is not expensive, and will certainly look good on your wall

at home. Walking Street is the place to look for these art shops, but you will also find them along Beach Road and on 2<sup>nd</sup> Road.

Those wanting to find local handicrafts or special foodstuffs indigenous to this region may like to consider travelling a little way out of Pattaya. It will give you a glimpse of the real local lifestyle, and makes a memorable day out.

Ang Sila is a fishing village near to

Bang Saen, one of Thailand's oldest seaside resorts. The village is famous for its cottage industry producing stone mortars of an exceptionally fine and durable quality, from the sparkly local stone. It also produces sculptures, and it is fascinating to watch a team of craftsmen astride a huge piece of stone, carving out an image based on a miniature placed before them. Not far from Ang Sila is Nong Mon Market, famous for Chonburi province's local handicrafts and souvenirs. One last word when shopping in Pattaya, or indeed anywhere else in Thailand: beware of touts. The Tourism Authority of Thailand warns against taxi drivers and tour guides who offer to take you shopping, for they receive commissions for bringing tourists to various places and they won't necessarily be working in your interest. Often the experience is a waste of your valuable shopping time. A polite "no" is all that is needed when such an offer is made, leaving you to enjoy your shopping and sightseeing. **TA**



## MIKE SHOPPING MALL

Come to MIKE Shopping Mall for a great shopping experience in Pattaya. Shop on four floors of airconditioned comfort as you select from our wide range of goods such as:



- ❖ Cosmetics
- ❖ Leather Goods
- ❖ Men's & Ladies Wear
- ❖ Swimwear
- ❖ Shoes
- ❖ Children's Clothing & Toys
- ❖ Sporting Goods
- ❖ Electronic Goods
- ❖ Musical Instruments
- ❖ Stationery & Gifts

Visit our food plaza when you're hungry or have some fun at our arcade. And why not visit our rooftop swimming pool to refresh yourself. We also have a pharmacy and an information counter.

262 M. 10 South Pattaya 2 Rd. Pattaya City Tel. (038) 412000-9 Fax. (038) 412036



# GOLFING & SPORTING ACTIVITIES

**P**attaya is increasingly appreciated for its immense range of sporting activities, with pretty well everything land-based, sea-based and air-based available. The fastest way to hook into all the activities and to find like-minded people is through the Pattaya Sports Club, a registered non-profit association founded in 1979. Supporting local charities is a key objective of the club, with the focus being on needy children, the handicapped, and the under-privileged. Membership is open to all, simple to obtain, and inexpensive: there is a one-time joining fee of 300 baht (US\$7) and an annual fee of 400 baht (US\$10). There is a handsome clubhouse, and with thousands of members on the register, you are going to make new friends very quickly.

Darts was one of the two original sports sponsored by the Pattaya Sports Club, the other being golf. The Pattaya Sports Club recently expanded its coverage of local sport to include lawn bowling. The Bowling Green, located on Soi Fueng Fa off 3rd Road, has floodlighting for night games.

Tennis can be played at 14 Pattaya hotels, where preference is given to hotel guests, and where coaching is available. Squash can be enjoyed at the Cherry Tree pub on the Siam Country Club Golf Course road, the Dusit Resort Pattaya, and Ambassador City, Jomtien. Pattaya Badminton Court on Soi 17 is open 24 hours daily. Three alleys cater for bowlers, namely Pattaya Bowl on Pattaya Road 2, at the Royal Jomtien Hotel, and the OD Bowl in South Pattaya.

For those who enjoy competitive driving, the Bira International Circuit is located at Km 14 on Route 36 to

Rayong. Bira periodically stages international motor and motorcycle racing. The 2.4 kilometre track is ideal for Formula 3 racing. There are daily opportunities for speed enthusiasts who enjoy driving their own two-wheeled or four-wheeled vehicles around the challenging track for nominal fees. Go-karts are available at Pattaya Kart Speedway, next to Mini Siam, and at KR Gokart.

A jogging track is an integral part of the pleasantly landscaped Pattaya Fitness Park located near the summit of Pattaya hill, on the way to the Royal Cliff Beach Resort. A number of hotels have their own jogging tracks, and jogging is also enjoyable along the promenades facing Pattaya Bay, and along Jomtien Beach.

Snooker can be enjoyed at the Pattaya Bowl, AR Snooker, Dice Cafe Hall and the Royal Place Hotel. A handgun and rifle range with 19 fully equipped and air-conditioned galleries is open daily at Tiffany's on Pattaya



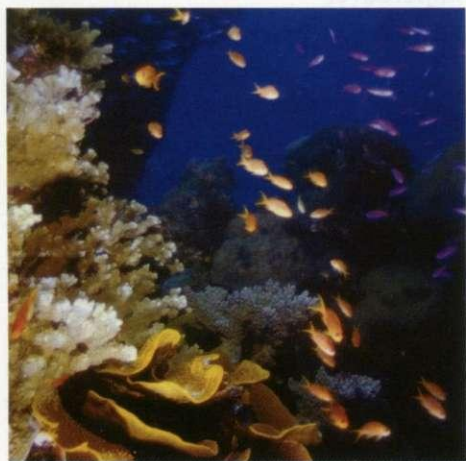


2 Road. Paintball, a game of skill, strategy and daring can be enjoyed every day at Paintball Park, and is a popular venue for corporate team-building events.

Horse riding is available at the Horse Sport Centre at Km 11 on Route 36, near the Bira International Circuit, with mountain and jungle rides on Australian thoroughbreds. Riding lessons are offered. Horseshoe Point is a combined riding school and resort hotel, sited in its own extensive parkland and with at least 100 horses kept in an extensive stables complex.

Parasailing is a popular activity, and a highly visible one: at any time of the day you will see the brightly coloured canopies as yet another parasailor rises aloft. Facilities are available at several hotels that have their own beachfront, and is perhaps best enjoyed at Koh Lan where floating take-off and landing platforms mean flight occurs exclusively above the sea.

## ALL AT SEA



Pattaya is home to a top sailing club, the Royal Varuna. The club is set on a secluded beach, in a natural bay between Pattaya Beach and Jomtien Beach. Facilities include a clubhouse, restaurant, bar, beach bar, a swimming pool and a junior clubhouse.

Boat rentals are available here, with Lasers, Prindles and Hobie catamarans. A small marina on Jomtien Beach is home to a fleet of locally yachts and power cruisers, and Hobie catamarans and Prindles can be hired here and at



*Islands off Pattaya are a favourite for day trips and diving*

various locations on Jomtien Beach and Wong Amat Beach. Learning to dive in Pattaya is easy, comfortable, and inexpensive. There are around 20 professionally managed scuba diving companies at the resort that employ PADI and NAUI certified instructors. Pattaya allows diving year round, no matter the season or the weather conditions. Popular dive sites and even the training sites offer a great opportunity to see the incredible diversity of marine life available. Diving around the coral islands is spectacular. You have the near islands of Koh Sak, Koh Kruk and Koh Larn and the far islands of Koh Rin and Koh Man Wichai. The relative shallow depths of 12 metres or less ensure an excellent opportunity for maximum bottom time.

One of the highlights of diving in Pattaya is the opportunity for wreck exploring. The wreck of the Bremen, sunk in the 1930s, is home to a large number of species, and while the ship is considerably broken up, a large anchor remains near the foredeck and the numerous pulleys and parts of broken machinery are easily found. This all adds up to an ideal site for photographers. The Hardeep is a 42 metre-long Indonesian freighter that was sunk in 1942 by Allied bombing. She sits in 28 metres of water, lying upon her starboard side. For qualified wreck divers the relative ease

of getting into the hull makes this site inviting. In addition to the fish, colonies of fan corals and large barrel sponges have made the Hardeep their home. A new wreck site is that of the Khram, a decommissioned warship that was intentionally sunk as an artificial reef early last year. Already it has attracted a vast array of marine life, with groupers and schools of barracuda inhabiting the hull.

For water skiing, the most popular venues are the northern and southern parts of Pattaya Beach, Jomtien Beach and Ko Lan island. Freshwater water-skiing is available at Lakeland Cable Water Ski on Sukhumvit Highway. Jomtien Beach is the major centre for windsurfing. Tuition is widely available for beginners. The Pattaya Windsurf Club on Jomtien Beach regularly stages board competitions. October through June are the best months for windsurfing, thanks to ideal water and wind conditions.

Game fishing in Pattaya provides anglers with a challenging experience, but the sport has been little promoted and consequently remains a friendly and inexpensive activity. There are a number of reputable Thai fishing captains and qualified professional fishing guides. Most of the guides will provide rods, reels, tackle, and bait, although visitors are welcome to bring their own gear.



Almost all of the charters are on board traditional Thai fishing boats, ranging up to 18 metres in length. The waters are calm enough for all to enjoy, the Pattaya Gulf is sheltered and thus not subject to the large swells and rough seas known to most deep-sea fishermen. Most boats leave at 8am and return at about 6pm, but overnight trips are also available. Amongst the fish that can be landed in local waters are sharks, skates, rays, sailfish, barracuda and cobia.

## GOLF SUITED TO A TEE

There can be few, if any, places in the world with such a concentration of world-class golf courses as Thailand's Eastern Seaboard. Within a 30-minute drive of Pattaya Central, there are no less than 15 international courses that welcome overseas visitors. Many have been designed by star names in the golfing world, and they have professional coaches and drive ranges.

A game on any of the courses will be startlingly low in price. Green fees at the weekend range from 450 baht (US\$11) to 1,000 baht (US\$25) per round. Week-day rates can be considerably cheaper. Specialised golf tour companies in Pattaya work closely with hotels and the top golf clubs to organise golf trips at preferential rates. The hotels themselves promote golf packages, which usually include exceptionally low accommodation rates with breakfast included, and other benefits such as discounts within the hotel.

For the newcomer to Pattaya, the choice can be almost overwhelming. Where to start? The most obvious is to seek out the big names, but even here the choice dazzles.

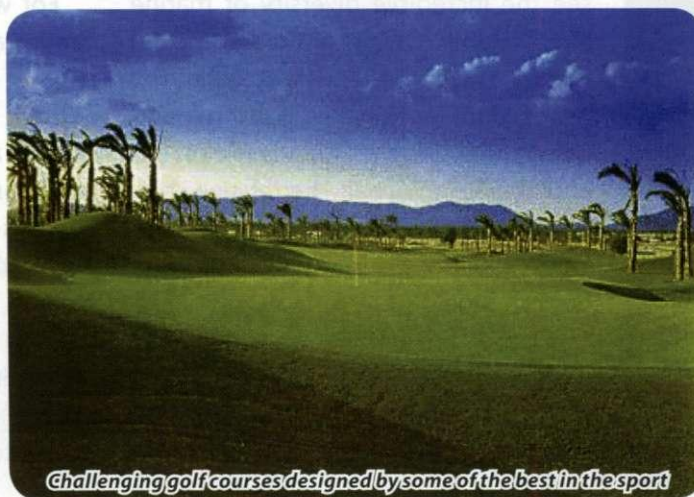
The Eastern Star Golf Club was de-

signed by Robert Trent Jones, and has 18 holes on what has been described as a thinking man's course, where careful strategy might come in more useful than dramatic style. The terrain is sandy and sloping, with mature coconut and mango trees, and areas rich in colourful tropical flowers. The course is par 72: the par 4 holes are not overly long, which makes for enjoyable play.

Great Lake Country Club has an 18-hole, par 72 course designed by Nick Faldo.

Using the gentle rolling terrain to great effect, Faldo has created a natural course that blends in with its surroundings. Each hole offers a distinct challenge: an errant shot will find you in one of the 120 strategically placed bunkers, six irrigation lakes or in the native grass areas that border the rough.

Pete Dye designed the 27-hole course at Khao Kheow Country Club, a championship course regarded by golfers as being nothing short of a serious challenge. There is a desert effect to areas of the course, owing to the many



*Challenging golf courses designed by some of the best in the sport*

palm trees, but water is a strong feature too, the 17th par 3 presenting the characteristic Dye signature island green.

The 18-hole course at Siracha International Golf Club is the work of Gary Player, who had lush rolling hills and spectacular seascape at his disposal. An abundance of tall broadleaf trees and

tropical vegetation fringing the fairways and greens adds extra splendour. Siracha was the venue for the Thai Open in 1996 and 1997.

Another legendary name, Jack Nicklaus, created the 27-hole course at Laem Chabang Country Club. Here the terrain is spectacularly mixed, with jungle-clad mountains, beautiful lakes and lush valleys. Each type of terrain corresponds to a 9-hole course, and have been correspondingly named Mountain, Lake and Valley. The large, undulating greens are mostly elevated and protected by wide bunkers.

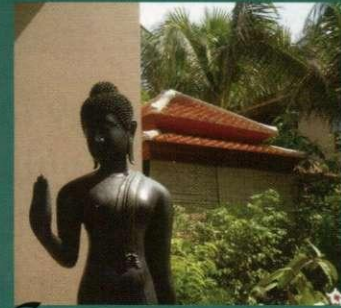
There are two courses in this region that have been created by Japanese designers. Takenaka Co laid out the course at Natural Park Resort Golf Club as a mixture of styled fairways in the American tradition with an occasional link-type fairway in the British manner. Water is a continual presence and with the bunkers playing an integral role in determining play, precision shots are imperative.

The other Japanese-designed course, at Siam Country Club, is also one of the oldest in this area. I Usumi laid the course out in 1972, and local golfers rate it as one of the toughest to play. The holes slope past a series of lakes, creeks and strategically situated mature trees that can block out an ill-placed shot on seemingly generous fairways.

Incidentally, another feature of golf in Thailand that often stays in the minds of visitors is that most courses feature female caddies. Not only are these ladies highly versed in the playing of their course, they are happy to wield parasols to shield golfers from the tropical sun, and provide warm and friendly company for the many female players who enjoy golfing in the Pattaya region. Golfing in Pattaya can be an exhilarating experience for serious and casual golfers. **TA**



# The Rabbit Resort



A garden with lush greenery and high hedges that afford privacy for the traditional Thai villas that stand just off the pathways, and a frontage opening straight onto the quiet sands of Dongtan Beach. There are many places in Pattaya that can claim with justification to offer idyllic accommodation, but Rabbit Resort doesn't need to make any extravagant statements: one glimpse is enough to convince anyone.

To this you can add at least two other factors. One is that the owners, Paisan and Deborah, run the resort on such a personal basis that all guests really are friends. The other is that the cost of staying here is astonishingly low.

"Paisan's father purchased this land more than thirty years ago," says Deborah. "If we were buying four acres of beachfront property in this prime part of Pattaya today, we would have to build a multi-storey project to make our investment pay. But it was our dream to build a Thai-style resort on the beach that would be a home for us and offer pleasure to others."

Deborah and Paisan are not starry-eyed idealists: they both have had

long careers in real estate development, notably in the hard-nosed property business in Arizona, in the USA, where they worked individually for many years before meeting. For the California girl and the gently-spoken Thai man, it was, as Deborah puts it, "*Bing!*". They knew they wanted to spend the rest of their lives together.

Thailand beckoned. Paisan's father had built a business founding private educational institutions, and he had also invested in real estate. When he bought the land upon which Rabbit Resort now stands, Pattaya was just emerging as a destination, while Jomtien Beach was an empty swathe of fine sand. The land remained empty until Deborah and Paisan decided to build the resort, taking the name from the year Paisan was born, the Year of the Rabbit.

"It was a labour of love, a personal venture, a very creative time, and hard work!" says Deborah. The resort opened two years ago. Each house has a different interior. Some offer separate upstairs and downstairs accommodation, others offer the complete house. There are a total of

## Labour of Love

26 villas with 45 accommodations, ranging from 50 square metres to 150 square metres. Most have a kitchen. All feature Thai handicrafts and handmade fabrics.

There is a small restaurant facing directly onto the beach, where Thai and Western food is served, and a small bar to the side of the restaurant. Two small free-form swimming pools are located within the lush greenery. Security is 24 hours, both at the main gate, which is pedestrian access only, and the rear gate, at the carpark: the resort being small enough for the security guards to know all the guests personally, too.

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# WINING & DINING

## A Sea of Change in Eating Out

**A**ny talk of dining out in Pattaya has to begin at the top, literally, with the Royal Cliff Hotel and Beach Resort perched up there on its hill. Traditionally, Pattaya has never been regarded as a venue for fine dining, rather than as a place for seafood barbecue restaurants and small but cosy diners run by expatriates. Big changes are now being seen. The Royal Cliff, however, long ago set a benchmark in excellence.

Today, the extraordinary township of the Royal Cliff (four hotels and a stand-alone convention centre in one vast garden area!) sports superb dining facilities, and a wine cellar that would be difficult to equal anywhere. In fact, the hotel was recently given the ultimate accolade for its wine listing, winning the coveted Wine Spectator Award.

When you visit the Royal Cliff, you naturally have an enormous choice. The Grill Room and Wine Cellar is almost as old as the hotel itself. With its gentleman's club atmosphere the place is timeless, and you can walk into the wine cellar and browse amongst the 500-plus varieties of wines that are stored there. Rossini features Italian regional cuisine served in a pleasantly rustic room. Le Benjarong is a rather more formal restaurant serving French cuisine. And in a town with a large Indian population, and consequently a lot of good Indian restaurants, the recently opened Maharani stands out above all the others. Styled like a pavilion, and overlooking the ocean, you can sit indoors or out while enjoying the tandoor food and the subtle curries.



The Dusit Resort offers a choice of restaurants, each specializing in distinctive cuisines enhanced by spectacular views and carefully created ambiance. The restaurants of the Dusit Resort cater to all tastes and needs. The Empress specializes in fine Chinese cuisine including dim sum. The Bay features Southern-European dishes and spectacular buffets in breathtaking surroundings adjoining the pool and the bay. All day dining is available at the Cascade Cafe where guests can choose from a menu of Thai, Asian and European favorites. The Lobby Lounge and the Lagoon Bar serve exotic cocktails and drinks. Live music can be enjoyed by night at the Lobby Lounge.

Bruno Forrer broke the mould amongst the independent restaurants when he opened Bruno's Restaurant and Wine Bar several years ago. Bruno had been a general manager at the Royal Cliff until he retired, and brought his expertise to the creation of Pattaya's first non-hotel fine dining outlet. Clearly, the need was there: Bruno's was a success from the very beginning, greatly helped by the reputation of the man himself, one of the







*One of the best dining experience can be found at Bruno's*

founding fathers of Pattaya.

Although Bruno is no longer with us, the restaurant has gone from strength to strength. Owner-chef Fredi Schaub made the decision last year to move Bruno's from its North Pattaya location to new premises at Thappraya Road, on the hill outside of Jomtien. It proved to be a very wise move. This is an up-and-coming residential area in addition to being strategically placed between Pattaya and Jomtien, and Bruno's is busier than ever.

Fredi, formerly a colleague of Bruno at the Royal Cliff, serves a wonderful lunch and dinner menu of European dishes, and maintains a fine wine list. The walk-in wine cellar is a pleasure to explore. All of the original staff moved with him, and old-time customers appreciate the attention that this very professional team gives them. A visit to Bruno's, quickly established as a prominent landmark on the hill, is a highlight of any visit to Pattaya.

Casa Pascal was the second independent restaurant in Pattaya to blaze the fine-dining trail. Located in Central Pattaya, on 2<sup>nd</sup> Road, it is the creation of another hotel professional, Pascal Schnyder.

Pascal is of Korean descent, but he grew up in Lucerne, in Switzerland. He began his career as an apprentice in the kitchens of the famous Palace Hotel there, and then went on to Switzerland's most renowned hotel, the Dolder Grand in Zurich. Marrying Kim, the two

headed for Hong Kong, where Pascal was a high-profile chef at the Hotel Conrad. Eventually they arrived in Thailand, where Pascal was executive chef at Pattaya's Dusit Resort before setting up Casa Pascal.


The restaurant is very much a personal venture, conceived and designed literally from the ground up, with Pascal and Kim choosing everything including the crystal glasses, tableware, chairs, furniture and even the linen. The cuisine is European, the atmosphere is warm and inviting – the royal blue upholstery adds a sumptuous touch – and Pascal and Kim treat everyone as their friends.

Another very personal and distinct venture is Art Café, recently opened at

Wong Amat Beach, in Na Klua. Tucked away down a quiet lane, Art Café is a beautiful sight: an old house set in lush gardens, its walls hung with original paintings by local artists. Art Café is a new concept for Pattaya, a combined restaurant and gallery – the paintings are for sale – and it is the creation of Jo and Johanna Stetten.

Jo is a former hotel professional who has brought his experience to the running of this immensely friendly restaurant. The cuisine is essentially Mediterranean, with the accent on fresh and healthy food products. Open for lunch and dinner, Art Café is a terrific venue to sit and sip a few glasses of wine and to chat with friends. Art exhibitions are held here regularly, and consequently the place is becoming very much a centre for the arty crowd. The gardens also make it a favourite place for families, as the kids can amuse themselves in complete safety.

One of the very earliest names in Pattaya's history is Somsak, who to-




## ART CAFÉ

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different kind  
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dining

**FOR THE ONES WHO KNOW..**

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Fax: 0-3836-7653



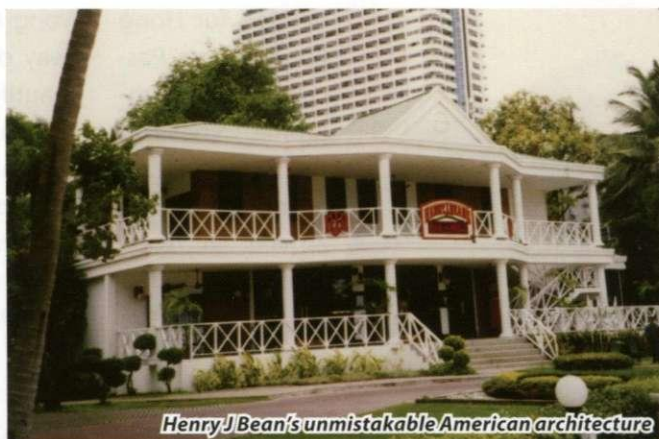
**Art Café**  
Pattaya

*Senses - Romancing The Past*



gether with his Dutch business partner opened the resort's first European restaurant circa 1970. Somsak, who learned his profession as a chef on the ships plying the Atlantic route, later went on to build his own restaurant on Soi 1. Styled like a traditional Siamese fort, the restaurant is a remarkable sight. Climb the steps to the first floor and there is a large dining room, open at the sides to let in the sea breezes. The food is European and Thai, with some excellent flambe dishes prepared at your table, usually by Somsak himself, who is a most agreeable host.

Ib Ottesen, a former seaman from Denmark, has also played a high-profile role in the development of Pattaya's hospitality industry during his long sojourn in the resort. He owns The Residence Suites in South Pattaya, and on the corner there is a large garden that



houses Captain's Corner, a restaurant and steakhouse that presents an exceptionally popular Texan BBQ buffet each evening. Prices here represent fantastic value, and this is a favourite venue for families, Thai and Western alike.

Good steaks can also be had at Henry J Bean's, part of the Amari resort in North Pattaya. The hotel dates from the early days of Pattaya's existence, when land was not as expensive or scarce as it is now, and consequently stands in vast gardens. Henry J Bean's is housed in an

imposing colonial-style house set within the gardens, and is a striking sight from the road, as you enter Pattaya. There are live bands nightly and the food is a good mix of burgers, steaks and fries and good Tex-Mex including flaming fajitas to tasty quesadillas.

For the best beer in Pattaya, head for Hof Brau House, on the seafront in Central. The beer is brewed on the premises by a

German beer master, to traditional German recipes, and a couple of steins of this light, nutritious beer will still leave you with a clear head next morning. The focus of the food here is, oddly enough, pizza: you tend not to associate pizza with a beer house. But the wood-fired oven and the chefs who cleverly whirl the dough create a memorable pizza experience, and this is a highly popular place. Live music is provided.

Somewhere else where the food is also theatre is Benihana, the Japanese-

**The Most Sophisticated Restaurant in Pattaya**

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Pattaya City  
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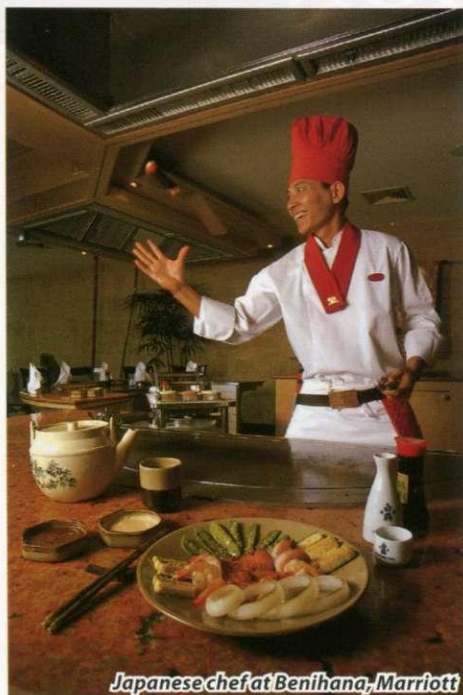


Featuring chef Fredi Schaub

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Japanese chef at Benihana, Marriott

American steakhouse in the Marriott, not far from Hof Brau, and also overlooking the ocean. The Benihana formula is irresistible (there is a very popular outlet in the Bangkok Marriott), with the seating teppanyaki style, and the chefs whirling and juggling spatulas, cutlery, and even the food ingredients. It's a great show, and the food is excellent into the bargain.

Hard Rock is in Pattaya, not just as a Café but also as a hotel. You can't miss that huge guitar placed outside! Or the multi-coloured windows by night, and the sign advising you to leave your nuclear weapons outside. If you are a rock 'n' roll veteran, the memorabilia is fascinating. But of course Hard Rock is all about the best diner-style cuisine going, and a visit here is the anticipated sublime Hard Rock experience.

There are several Irish pubs in Pattaya, all of them good, but Shenanigans set the pace when it opened some years back, and it is the number one Irish venue. Located near the Marriott and Royal Garden complex on 2<sup>nd</sup> Road, Shenanigans serves draught Guinness, Kilkeny and Heineken beer, along with excellent Irish food and English pub grub. Live music is featured later in the evening. Long-time manager Kim Fletcher is a keen sportsman, and consequently

Shenanigans has also become unofficial HQ for golfers, footballers, rugby players and several other sports followers. It is also one of the chief venues for the Hash House Harriers.

For a traditional English pub, the Pig & Whistle is located near the beach in Central, and serves excellent British fare in its restaurant. A small number of rooms are also available here. The Queen Victoria Inn, in North Pattaya, Soi 6, is also of the same standard. Very friendly, good food, nice bar staff. Both of these places have a British landlord, and are consequently authentic.

When you come down to the origins of Pattaya, it was the seafood restaurants that helped make the place famous. The best of them are still there. Take yourself along to Walking Street, in South Pattaya. On your right-hand side, looking out over the ocean, is a series of wonderful seafood restaurants, most of them dating back many years: Nang Nual and the Lobster Pot being two of the best known.

Essentially, they all offer the same fare, fresh seafood live from the tank or straight from the ice tray that is so temptingly displayed. You ask the chef to prepare your selected fish or crustacean, or you follow the captain's advice, and then you sit down with a cold beer or a bottle of wine and gaze out over the ocean. This is a real Pattaya experience.

The Montien Hotel Pataya's different-styled restaurants offers Thai, Vietnamese, Western and Chinese cuisines. From the casual and relaxing atmosphere of the Verandah Coffee Shop or the cosy and friendly La Mer Restaurant with its popular Mediterranean favourites, you will find the wide range for selection tantalizing tempting. The Macro Polo Chinese Restaurant has a superb selection of dim sums and authentic Shanghainese and Szechuan cuisines whilst there are also the Montientong Karaoke Lounge for your entertainment pleasure and Montien Bakery with a wide array of confectionery for your sweet tooth. **TA**



## BAIYOKE PATTAYA HOTEL

Nestled in the Heart of Pattaya

At the Baiyoke Pattaya Hotel, locality is the key to an enjoyable holiday in Asia's most exciting beach resort of Pattaya. Within walking distance are the beaches and shopping malls as well as the entertainment & dining outlets. All 136 rooms are spacious and tastefully designed with views of the sea or lush greenery. Fully air conditioned with amenities of an international standard hotel. Other facilities includes a function room that can accommodate up to 150 people, coffee house serving Thai and International cuisine, swimming pool and a snooker parlour.

For reservations: please contact  
557 Pratumnuk Rd., South Pattaya Chonburi 20260, Thailand  
Tel: 66 (0) 3842 3300-2, 3842 6024-6 Fax: 66 (0) 3842 6124  
E-mail: baiyokepattaya@baiyoke.co.th  
Website: www.baiyokehotel.com



# ACCOMMODATION

## PATTAYA MARRIOTT RESORT & SPA



Nestled in the heart of bustling Pattaya's entertainment and shopping district, Pattaya Marriott Resort & Spa overlooking the Gulf of Thailand is able to provide a relaxing and serene ambience for guests as it is set in 8 acres of lush tropical gardens with an expansive pool. With a very high-tech fitness center and tennis courts, five restaurants offering enticing cuisine and tastefully-furnished guestrooms with balconies providing garden or sea views, it is no wonder that international and local travelers make Pattaya Marriott Resort & Spa their first choice.

218 Beach Road Banglamung, Chonburi 20260

Tel: +6638-412120 Fax: +6638-429926

Email: [pattayamarriott@minornet.com](mailto:pattayamarriott@minornet.com)  
[Marriott.com/PYXMC](http://Marriott.com/PYXMC)

## THE MONTIEN HOTEL PATTAYA



Ideally located in the heart of Pattaya, The Montien Hotel with beach and ocean frontage has the best of both worlds - a shopping and entertainment haven just steps away from the hotel and the beach at its doorstep. Set amidst a lush tropical garden within 300 guestrooms and suites tastefully furnished with Thai decor motifs, guests can be assured of a memorable stay. With 3 restaurants serving Thai, Chinese, Vietnamese and Western cuisine, guests can savour in fine dining and a karaoke lounge provides in-hotel entertainment.

Pattaya 2nd Road, Pattaya City (Central),  
Chonburi 20260 Thailand

Tel: +6638-428155-6 Fax: +6638-423155/428-311

E-mail: [pattaya@montien.com](mailto:pattaya@montien.com)  
[www.montien.com](http://www.montien.com)

## SUNBEAM HOTEL PATTAYA



Just a short walk to the beach and shopping centres, with entertainment outlets right at its doorstep, The Sunbeam Hotel with 256 guestrooms and suites provide a warm and cosy atmosphere and the many security guards at strategic points provide the feeling of security. The Sri Siam restaurant serves Thai, Chinese and International cuisine whilst Cafe et Gateaux serves beverages and freshly baked cakes and pastries with the Lobby Lounge serving cocktails. A swimming pool provides a place to while your time away.

217/27 Soi 8, Beach Rd, Pattaya City  
Chonburi 20260 Thailand

Tel: +6638 427120-9 Fax: +6638 424191

Email: [mart@sunbeamhotel.net](mailto:mart@sunbeamhotel.net)  
[www.sunbeamhotel.net](http://www.sunbeamhotel.net)

## MIKE BEACH HOTEL



If you feel like to staying in a hotel with a homely atmosphere, then Mike Beach Resort would just be ideal for you or with your family. Suitably located in Pattaya's peaceful area, the Resort is yet within walking distance to the beach and major shopping and entertainment venues. Rooms are tastefully decorated and attentive services are assured. The restaurant serves a fine array of Thai and international cuisine with a wide selection of beverages, cocktails and wine to choose from.

124/7 Moo 9, Beach Road Soi 4 North Pattaya  
Chonburi 20150 Thailand

Tel: + 6638 - 420625-6 Fax: + 6638 - 423951

Email: [mikehotel\\_ptty1@hotmail.com](mailto:mikehotel_ptty1@hotmail.com)  
[www.mikethailand.com](http://www.mikethailand.com)

## MIKE ORCHID RESORT



The recently opened Resort offers 250 guestrooms and suites with oriental style decor will not only make your stay memorable but also makes it an enjoyable and carefree one with all your needs taken care of by attentive staff. Authentic Thai and international cuisine with bar services at our restaurant add to the delight of staying at the Resort. The tropical sandy beach is just a few minutes walk away and Pattaya's famous shopping and entertainment are also within walking distance.

239 Moo 9 Beach Road Soi 4 Nongprue  
Banglamung, Chonburi 20150 Thailand

Tel: + 6638 - 362192 Fax: + 6638 - 362193

Email: [mikeorchidresort@hotmail.com](mailto:mikeorchidresort@hotmail.com)  
[www.mikethailand.com](http://www.mikethailand.com)

## MIKE HOTEL



You could not have ask for anything more. Conveniently located and within walking distance to the heart of Pattaya where the shopping malls are as well as entertainment centres, the hotel offers a coffee shop for dining and and is one with Mike Department Store at the doorstep. All rooms are tastefully furnished with all the amenities expected of an international standard hotel. A roof top swimming pool with a panoramic view of Pattaya completes a stay in the hotel.

339 Mike Department Store Building  
Pattaya City Chonburi 20260 Thailand

Tel: + 6638 - 422222-9 Fax: + 6638 - 426444

Email: [mikehotel\\_ptty1@hotmail.com](mailto:mikehotel_ptty1@hotmail.com)  
[www.mikethailand.com](http://www.mikethailand.com)



# ACCOMMODATION

## LONG BEACH GARDEN HOTEL & SPA



When you stay at the Long Beach Garden Hotel & Spa, you will feel instantly that it's the place where you belong. Attentive service by a team of friendly and caring staff gives you that feeling. With 594 guest rooms and suites decorated in Thai, Balinese and Colonial style with all the modern amenities, 5 food and beverage outlets, large swimming pool, fitness centre and with its own private beach, you can be assured of an enjoyable and memorable stay in the hotel.

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Pattaya-Naklua Road, Banglamung  
Chonburi 20150 Thailand**  
Tel: +6638-414616-26 Fax: +6638-424068-9  
Email: [info@longbeachgardenhotel.com](mailto:info@longbeachgardenhotel.com)  
[www.longbeachgardenhotel.com](http://www.longbeachgardenhotel.com)

## GARDEN SEA VIEW RESORT



At Garden Sea View Resort with 374 tastefully furnished guestrooms and suites, you will find your stay in this resort dream-like. There are also chalets set in the midst of lush green gardens that exudes peace and tranquility. All rooms and chalets are well equipped with all the amenities of an international class hotel. The restaurants serves an array of Thai and International cuisine and the bars serve your favorite drinks. A large swimming pool, fitness centre and a private beach ensures your exercise regime continues.

**207/1 Moo 5, Pattaya Naklua Road Soi 12,  
Pattaya City, Chonburi 20150 Thailand**  
Tel: +6638-226070-80 Fax: +6638-226069  
E-mail: [info@gardenseaviewresort.com](mailto:info@gardenseaviewresort.com)  
[www.gardenseaviewresort.com](http://www.gardenseaviewresort.com)

## ICON HOTEL



The ICON Pattaya combines traditional Craftsmanship with European elegance while catering to a discerning traveler who wishes to relax and unwind in exclusive surroundings. The hotel is composed of sixteen superior guestrooms, one executive room and three master suites set in a tropical garden with a swimming pool. A restaurant that serves Thai and International cuisine has a bar that is right next to it. It is within easy distance of Jontien Beach and Pattaya's famous night scene.

**146/8-9 Thappraya Road, Pattaya  
Chonburi 20260 Thailand**  
Tel: +6638-250300 Fax: +6638 250838  
Email: [reservations@iconasia.com](mailto:reservations@iconasia.com)  
[www.iconasia.net](http://www.iconasia.net)

## THE GREEN PARK RESORT



Built in contemporary Thai style and set amidst lush green tropical gardens, there is no better place for a relaxing and enjoyable holiday than at The Green Park Resort. With 117 standard rooms, 44 superior rooms, 6 junior suites, 3 family suites and 1 family bungalow, the choices are there for you to choose from. All rooms overlook our 1,000 square metre lagoon. The Sala Thai Pool Bar, and The Park Restaurant offers drinks, snacks, and international dishes all day long.

**240/5 Moo 5, Soi Pingpa, Pattaya-Naklua Rd.,  
North Pattaya, Chonburi 20150 Thailand**  
Tel: +6638-426356-7 Fax: +6638-426358  
E-mail: [info@greenparkpattaya.com](mailto:info@greenparkpattaya.com)  
[www.greenparkpattaya.com](http://www.greenparkpattaya.com)

## SUNSHINE GARDEN HOTEL



Just recently fully renovated, Sunshine Garden Hotel is just the perfect place for your holidays. Lush tropical garden, comfort of the rooms, courteous service and friendly atmosphere; all these will make you feel at home. Our prime location at the corner of North Pattaya Circle offers easy access to almost everywhere in Pattaya. All rooms are perfectly set amidst the well-landscaped garden with pool or garden views. The Garden Terrace Restaurant and the pool bar offer refreshing drinks, snacks and international food.

**240/3 Moo 5, North Pattaya Circle,  
North Pattaya, Thailand**  
Tel: +6638 421300-1 Fax: +6638 428629  
E-mail: [info@sunshinegardenhotel.com](mailto:info@sunshinegardenhotel.com)  
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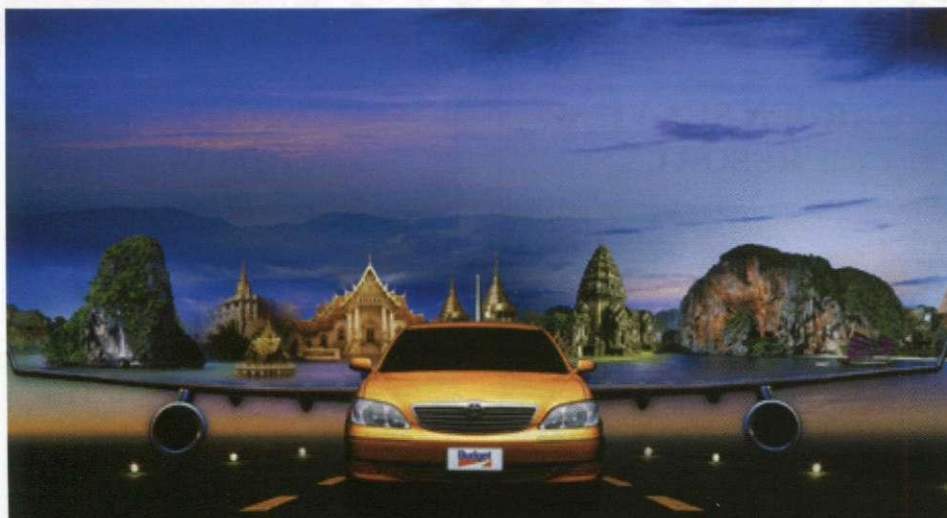
## SUNSHINE VISTA SERVICED APARTMENT



Just recently opened, Sunshine Vista is an executive serviced apartment in the heart of Pattaya, within walking distance to the beach and town. With a variety of room types from Superior, Deluxe, Studio, Executive Studio, and Family Suite, you will be spoilt for choices. All rooms have private balconies and all the modern facilities that you will find in a first class hotel. Larger units, such as Studios, and Suites, have fully equipped kitchens and full dining sets. There is also a restaurant, a swimming pool with a bar at the rooftop, and a fitness room.

**201/1 M.9 Soi 3 Beach Road, Pattaya City  
Chonburi 20260 Thailand**  
Tel: +6638-414760-7 Fax: +6638-414769  
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## DRIVEN AROUND IN PATTAYA



In compiling this supplement I had to cover as many places as possible, all within a week. We met with Mr Songchai of Budget Car and Truck Rental who on learning that TOURISM ASEAN was producing this supplement to promote Pattaya worldwide, agreed to provide us with a complimentary chauffeur-driven car.

My experience with Budget Car and Truck Rental was an excellent one. The car was in tip-top condition, and best of all the chauffeur was punctual and knew his way around so we did not waste any time getting lost.

Budget is one of the biggest car rental companies in Thailand. Their head office is in Bangkok with several branches throughout Thailand. Conveniently, you can rent a car at Pattaya and leave the vehicle with any of their branches in Thailand at the end of a minimum 7 days rental period.

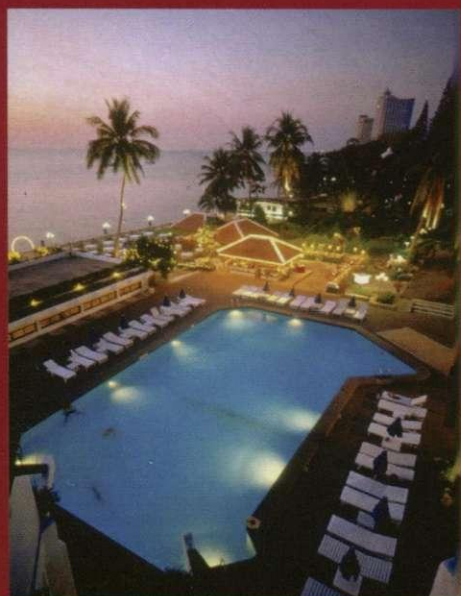
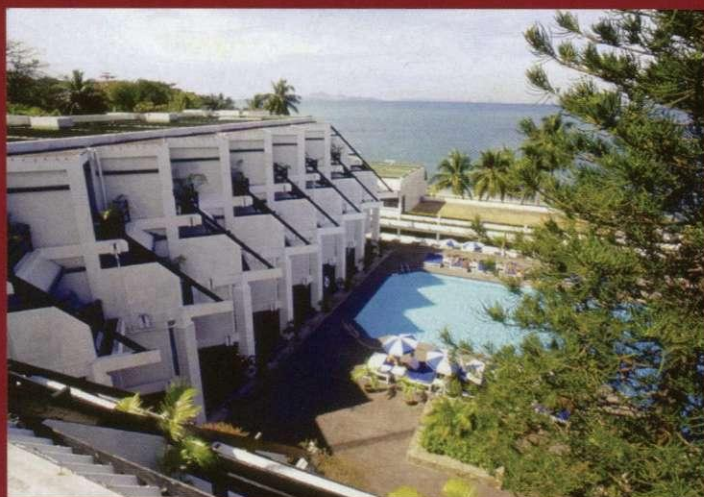
Budget also publish a newsletter that gives you in details of the various routes to be taken to whichever attractions or golf courses you are going to and provides useful tips on accommodation as well.

All their vehicles are very well covered with insurance and that gives you peace of mind in your driving tour, whether it be in Pattaya or other parts of Thailand. It has been an exhilarating experience getting around Pattaya in Budget's chauffeur-driven car, and I have a big "thank you" to say to Mr Songchai and his team, who helped make my time in Pattaya memorable and productive. *Ken Barrett*

*Picture above shows Mr Songchai, second from left, and his team of staff.*



# CENTRAL WONG AMAT PATTAYA



## CENTRAL FOR EVERYTHING

**N**a Klua is the quiet side of Pattaya, a district that still has a rural feel to it, and where the beachside areas have a tranquillity far removed from the glitter of Pattaya City. At Na Klua, Central Wong Amat Beach Resort is the longest established resort hotel, having been built in an era when low land prices allowed spacious developments, and consequently sits in 25 acres of landscaped gardens, directly on the beach.

The beach here is in fact Pattaya's only private beach, and guests have a great deal of privacy and security. With access to the resort being via a small private road, security at the main entrance is also carefully controlled, and consequently guests can really relax in this most relaxing of environments.

Accommodation at Central Wong Amat is in two types: 91 private bungalow rooms with ocean and garden views, and a newer wing three storeys in height that provides 86 rooms and suites. Within this low-rise wing is the Centara Spa, designed on an intimate scale with massage and treatment rooms looking out onto the greenery and the ocean.

With its large frontage onto the sea, the resort's food and beverage outlets have an appealing outdoor quality. Garden Terrace is open from 11am to 11pm, and serves seafood and interna-

tional cuisine. The Beach BBQ area can seat 350 people, and you are literally one step away from the sand. Seafood is the speciality at this evening-only venue, and a live band provides melodic accompaniment. The Pool Bar is sited between the beach and the pool, and provides a shady spot for refreshments. Sawasdee is the resort's all-day outlet, open from 6am to midnight and serving Thai and international food.

With all these resort attractions available less than two hours by road from Bangkok, it is not surprising that Central Wong Amat Beach Resort is a popular meetings and incentives venue. Centrepiece of the meetings facilities is the Pattaya Hall, fully equipped with audio-visual equipment and able to seat 400 people. There are also three function rooms for meetings, private receptions and banquets. All arrangements are handled by the resort's team of events professionals, backed by the experience and expertise of the Central group.

Although Na Klua gives the impression of being a peaceful little hideaway, the resort really is convenient for any of the attractions of Pattaya. Some of the best golfing in Thailand is available in this region, while diving, deep-sea fishing, boating, horse riding, and all of Pattaya's highly diverse activities are within easy reach, with the hotel happy to make the arrangements.

277-8 Moo 5, Na-klua, Banglamung, Pattaya, Chonburi 20150, Thailand

Tel: +66 (0) 3842 6990-9 Fax: +66 (0) 3842 8599 email: cwa@chr.co.th website: www.centralhotelsresorts.com



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